

Why TV remains the most effective medium for advertisers?

Zoe Harkness/Think Box UK

TV's Bright Future

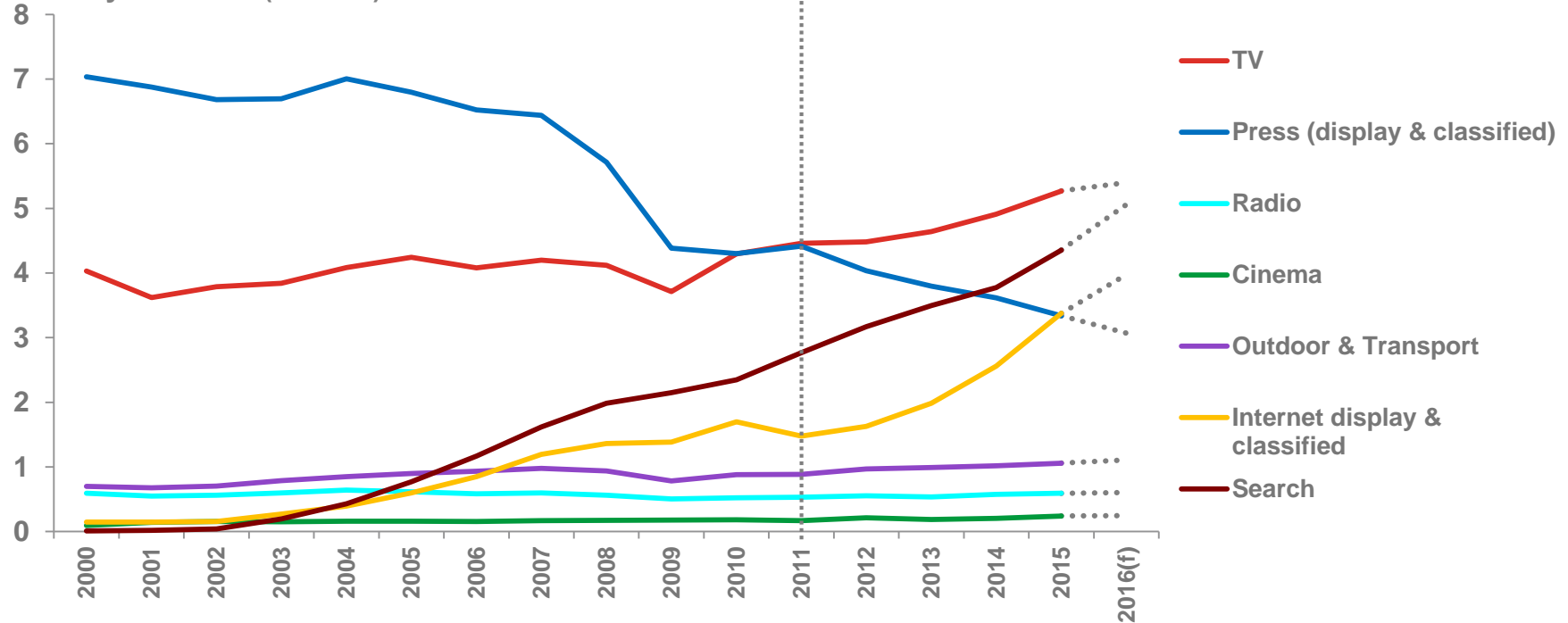
tv

POWERED BY TVN MEDIA

thinkbox

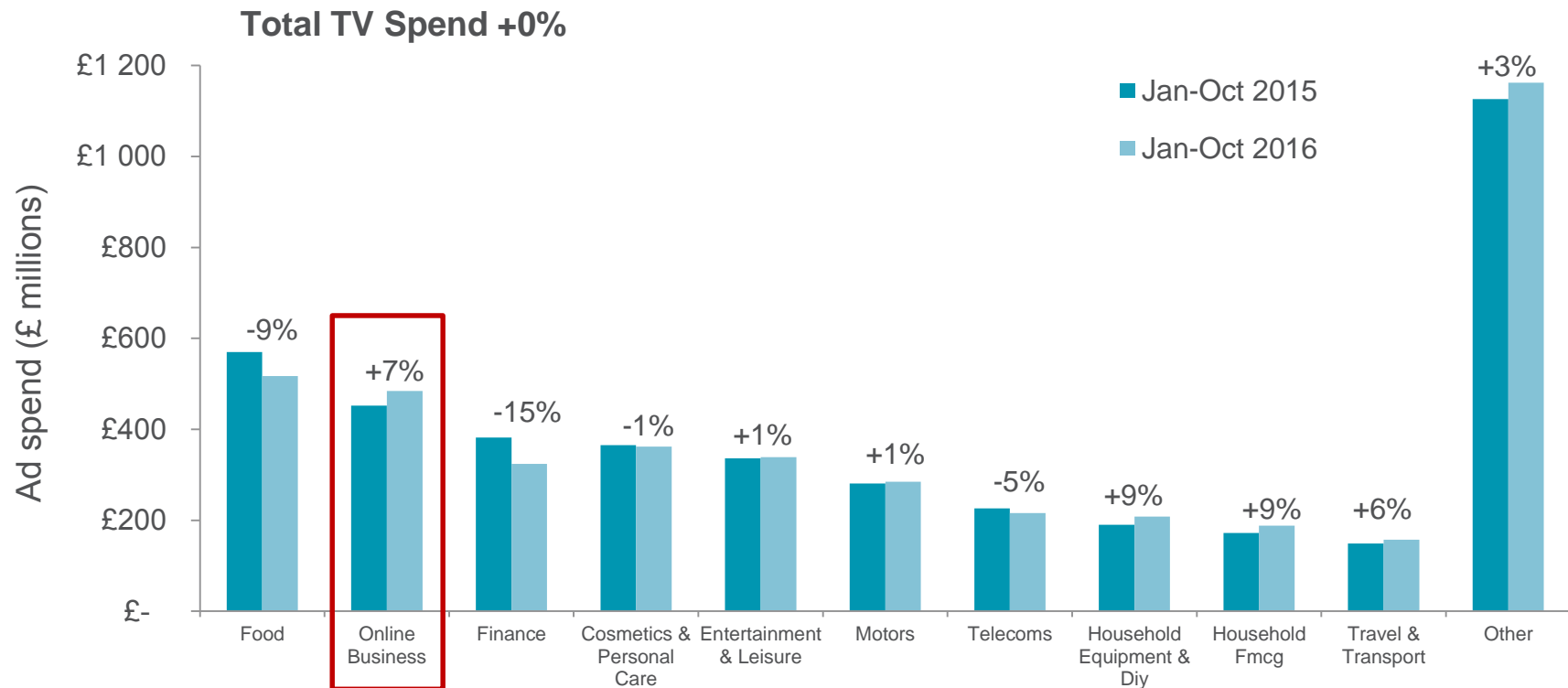
In the UK, TV revenues have continued to grow

UK ad rev by medium £(billions)



Source: AA/WARC expenditure data. Online revenue (classified & display) reattributed in 2011 to parent media.
TV revenue includes spots, sponsorship, PP, AFP and broadcaster VOD. Radio revenue includes branded content.
Note: Figures are at current prices and gross. Data for 2016 based on AA/WARC forecasts as at Q2 2016

Internet brands: now the 2nd biggest spenders on UK TV



Online businesses invest heavily in TV



amazon

facebook

trivago

JUST
EAT



NETFLIX

amazon fireTV

tv

POWERED BY TVN MEDIA

What I'll talk about today

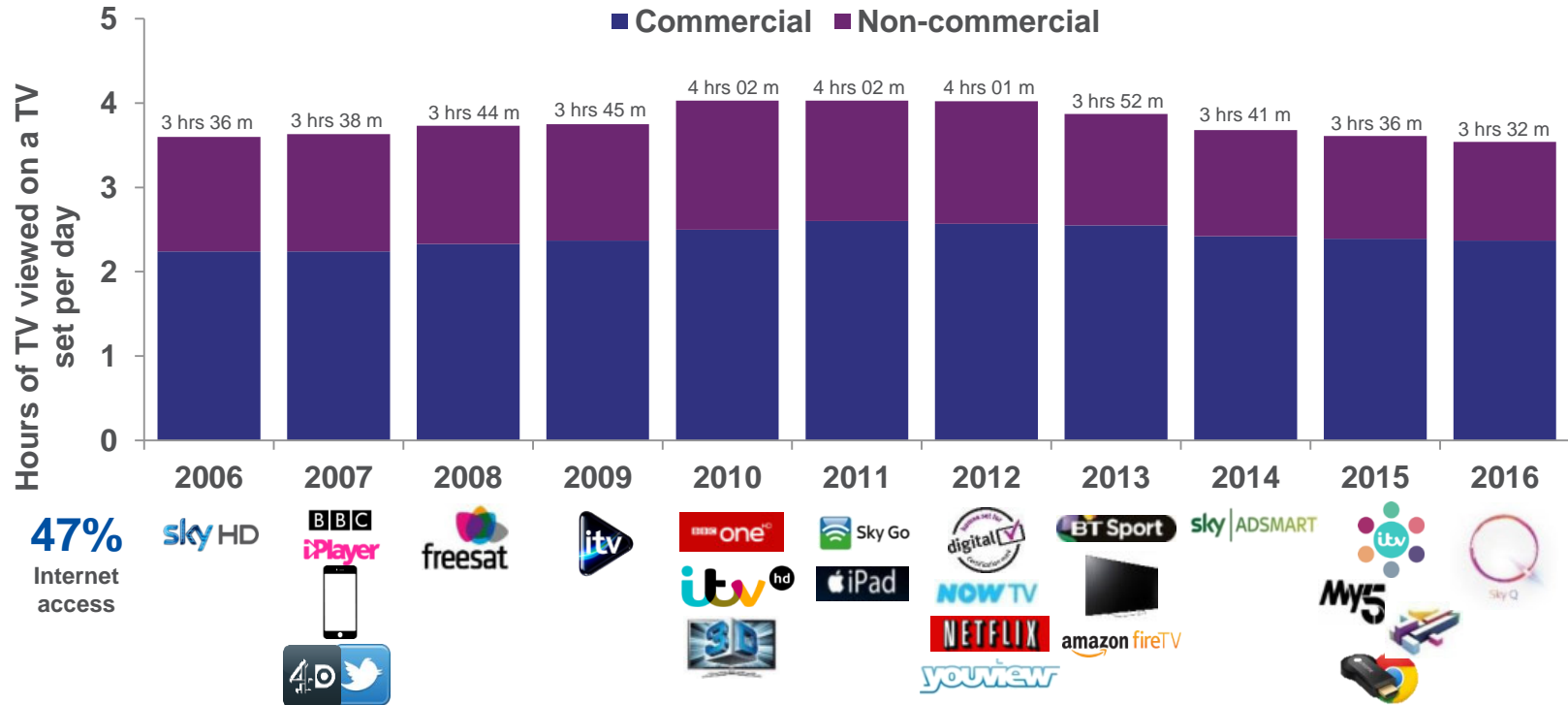
- 1 TV viewing is in great shape
- 2 The most effective medium
- 3 Ad Innovation



01. TV viewing is in great shape



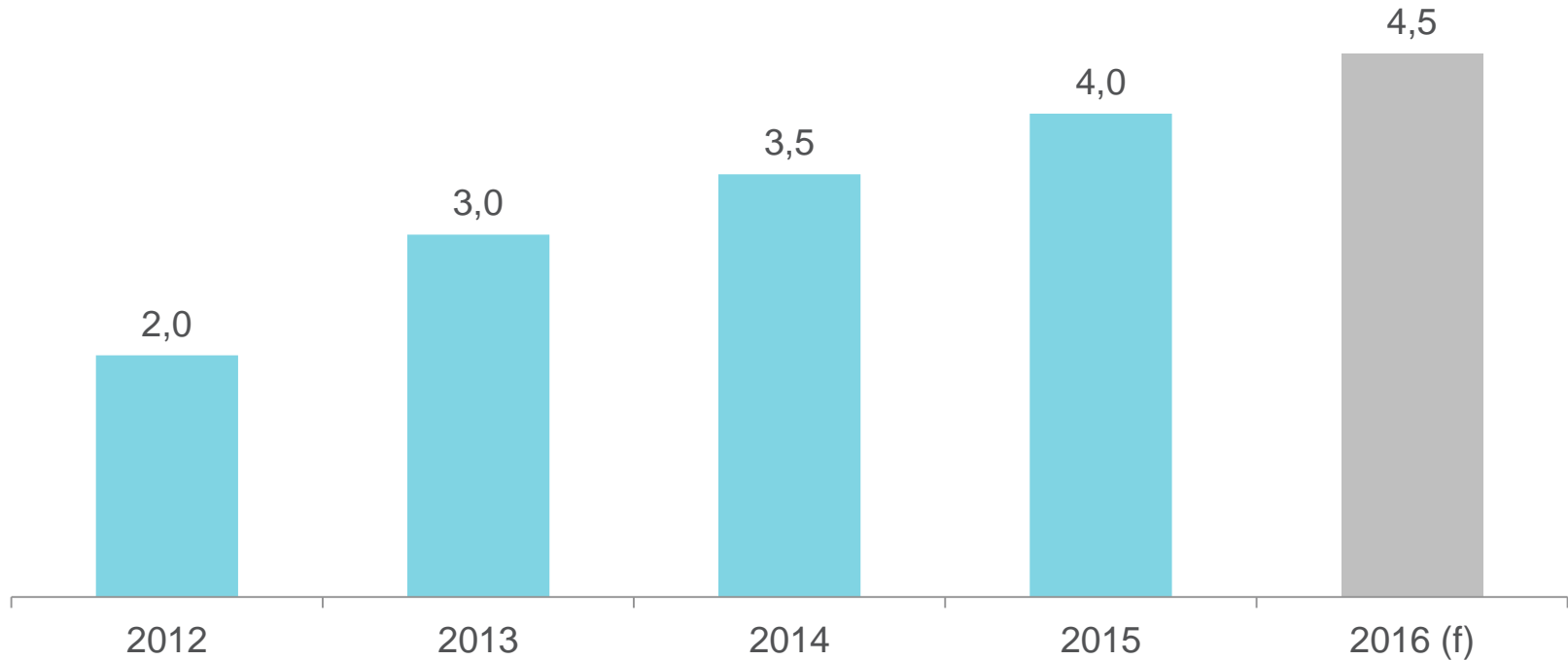
Despite a decade of disruption, TV viewing remained constant thinkbox



Source: BARB, 2006-2016, individuals. TV set viewing within 7 days of broadcast. *Ipsos Tech tracker Q1-4 2016

TV viewed on other devices is on the increase

Average daily minutes of broadcaster VOD viewed on devices (i.e. PC/MAC / tablet / smart phone)

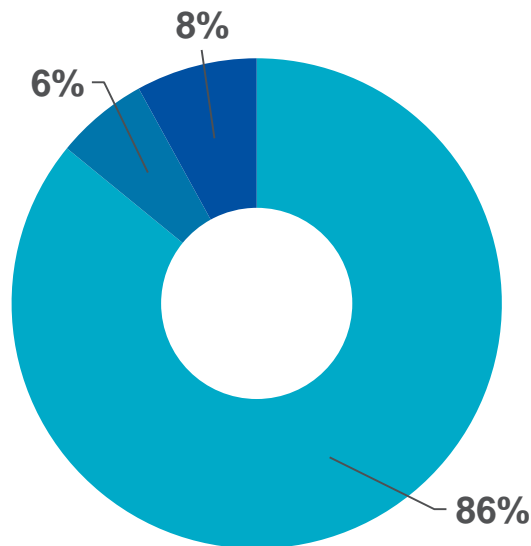


Source: UK broadcaster data, Thinkbox estimates. Individuals. 2016 data Thinkbox forecast

The majority of viewing is live

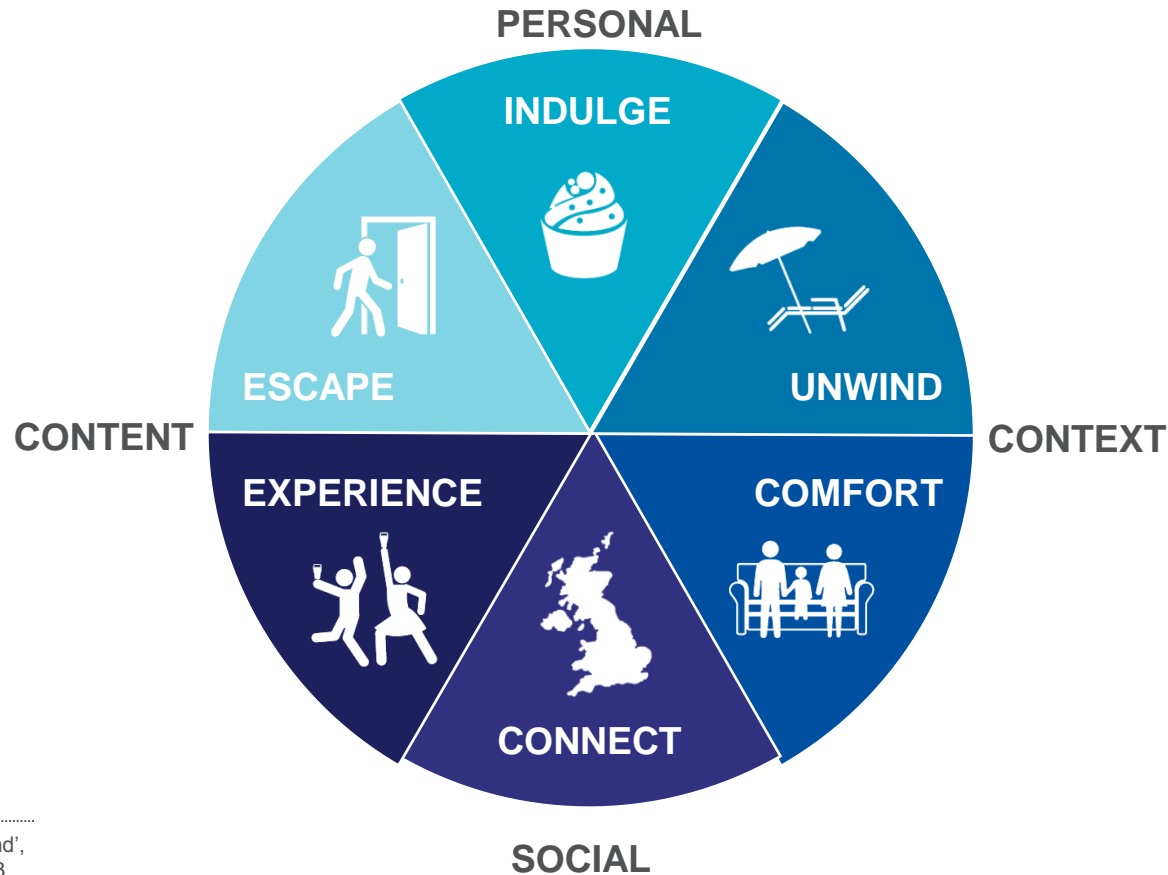
Individuals

■ Live ■ Viewed on the same day as live (VOSDAL) ■ Time-shifted viewing within 7 days

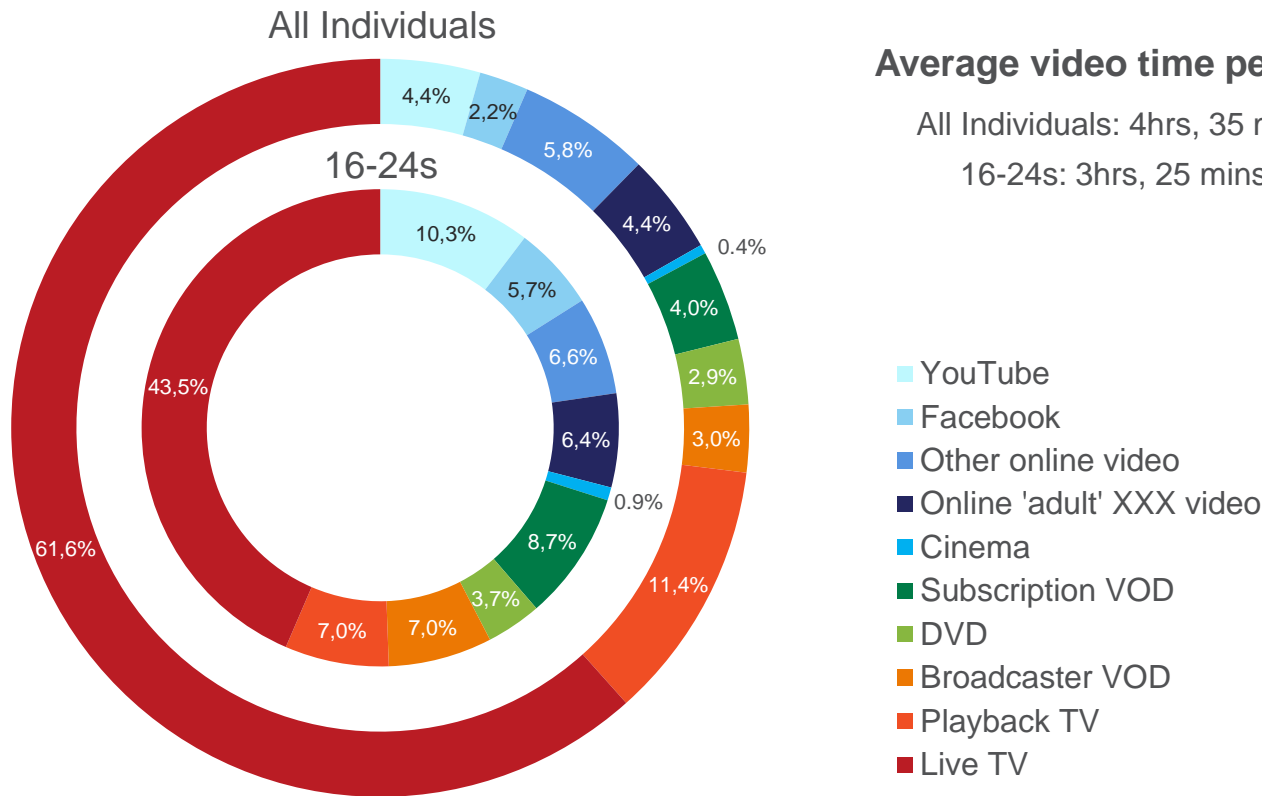


Source: BARB, Jan-Dec 2015, individuals; individuals in DTR homes. TV set viewing within 7 days of broadcast

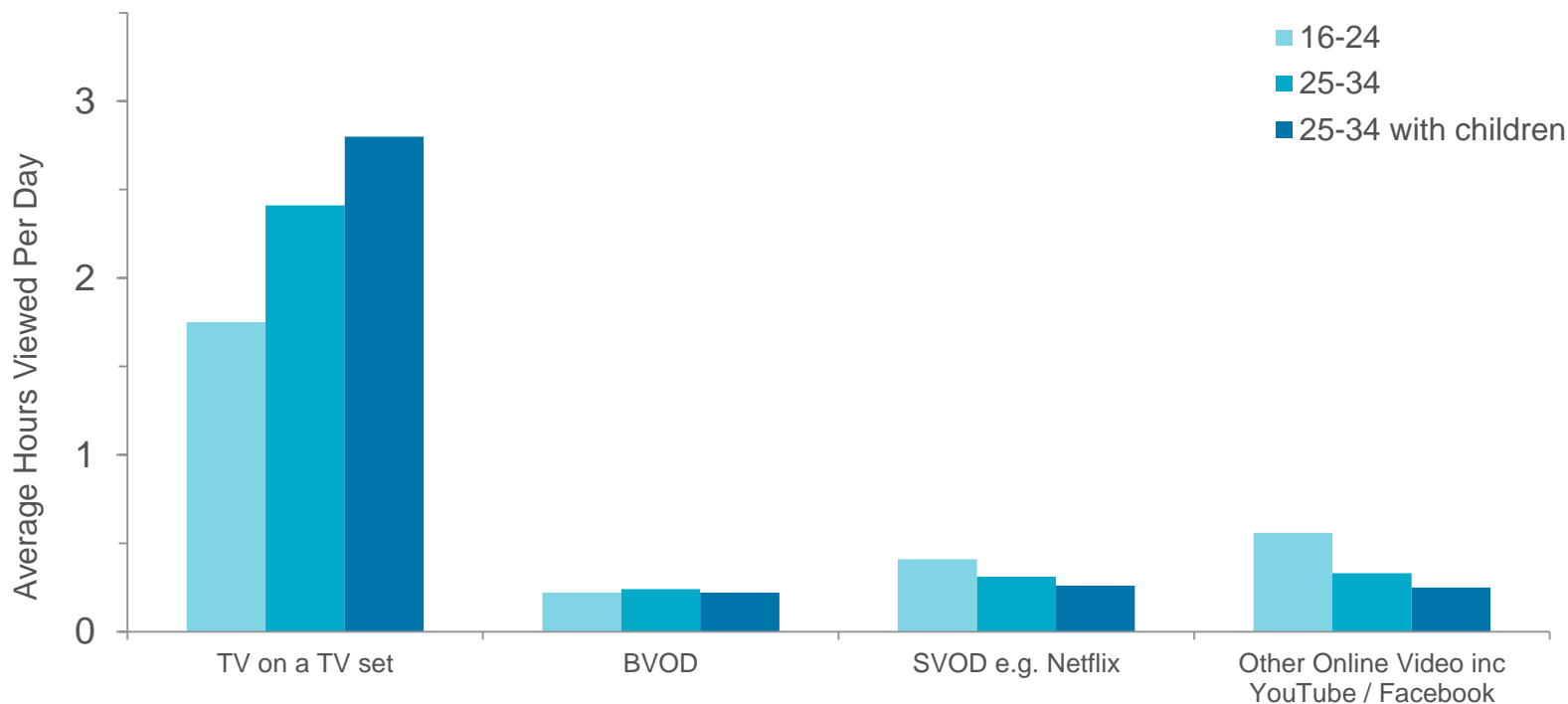
Needstates reveal we will always want live TV



TV dominates the world of video




Young people's TV viewing increases as they get older and have kids



Source: IPA Touchpoints 2016. Base: 16-24, 25-34, 25-34 with children

Quality of content and TV sets improving

A scene from the TV series Game of Thrones. Jon Snow, played by Kit Harington, is in the foreground, looking intense and slightly distressed. He is wearing his characteristic black leather coat. The background shows a snowy, war-torn landscape with wooden structures, some of which are on fire or in ruins. The overall atmosphere is gritty and cinematic.

**It's available in
cinema quality**

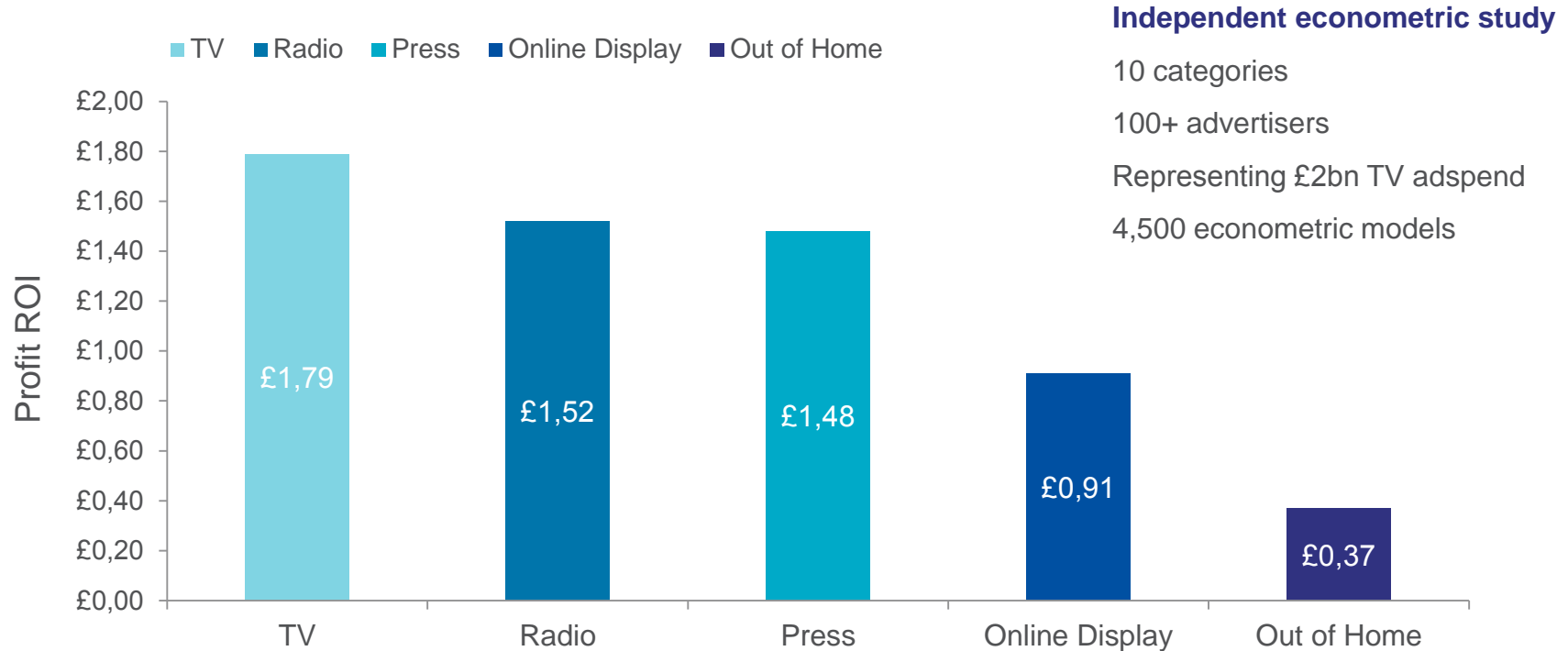
**It's available
on-demand**

**It's available
on the move**

2. The most effective medium

So, what can you believe?

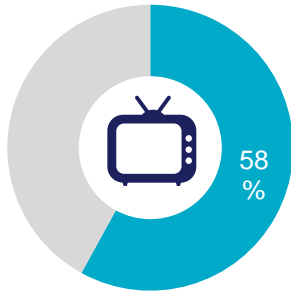
TV is the best profit generator



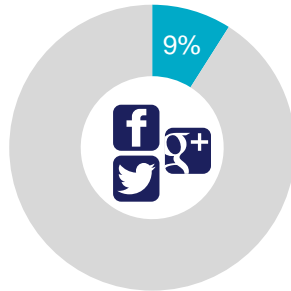
Source: Payback 4, 2008-2011 & 2011-2014, Ebiquity

TV ads evoke emotion more than ads on other media

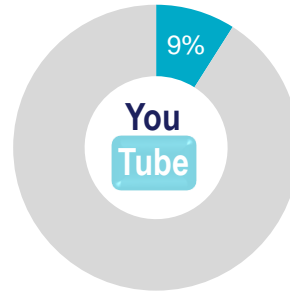
Media where most likely to find advertising that makes you feel emotional



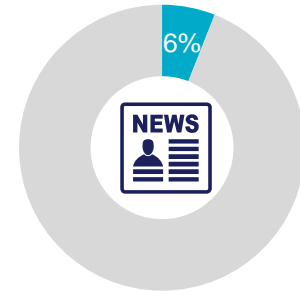
TV



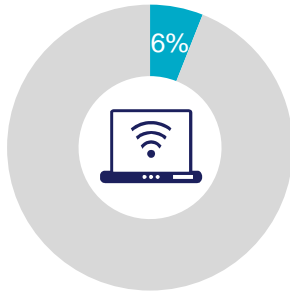
Social Media



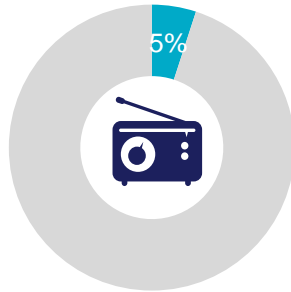
YouTube



Newspapers



Websites



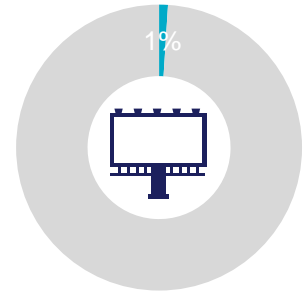
Radio



Magazines



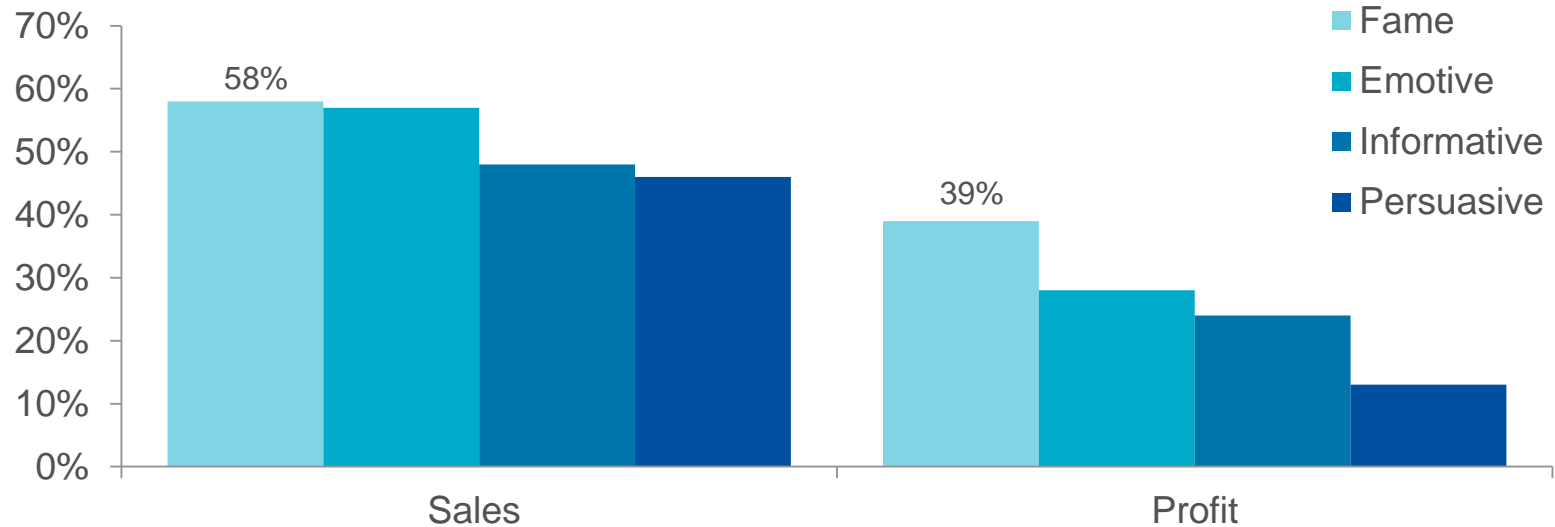
Search



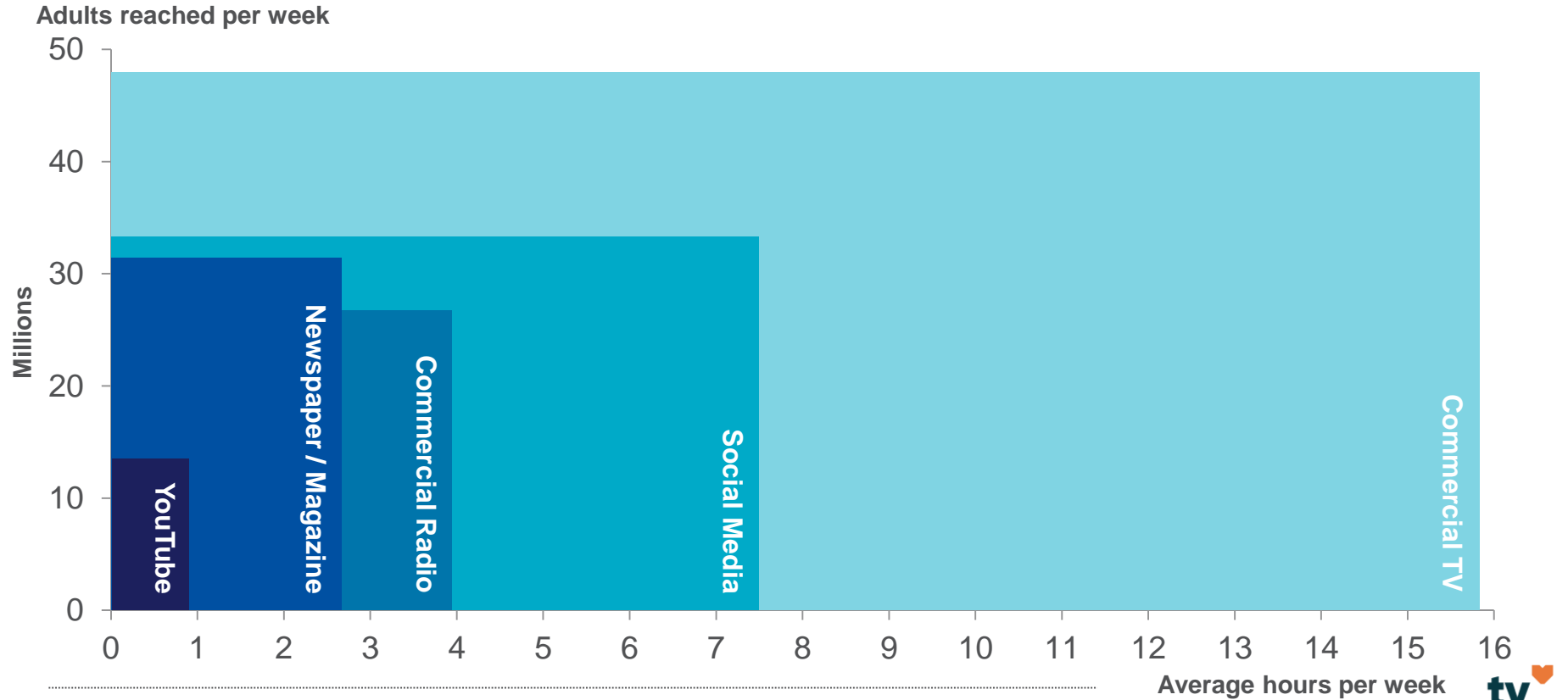
Outdoor

Fame and emotion generate the most sales and profit

Emotive campaigns or ads which achieved fame 50% more likely to gain large business effects

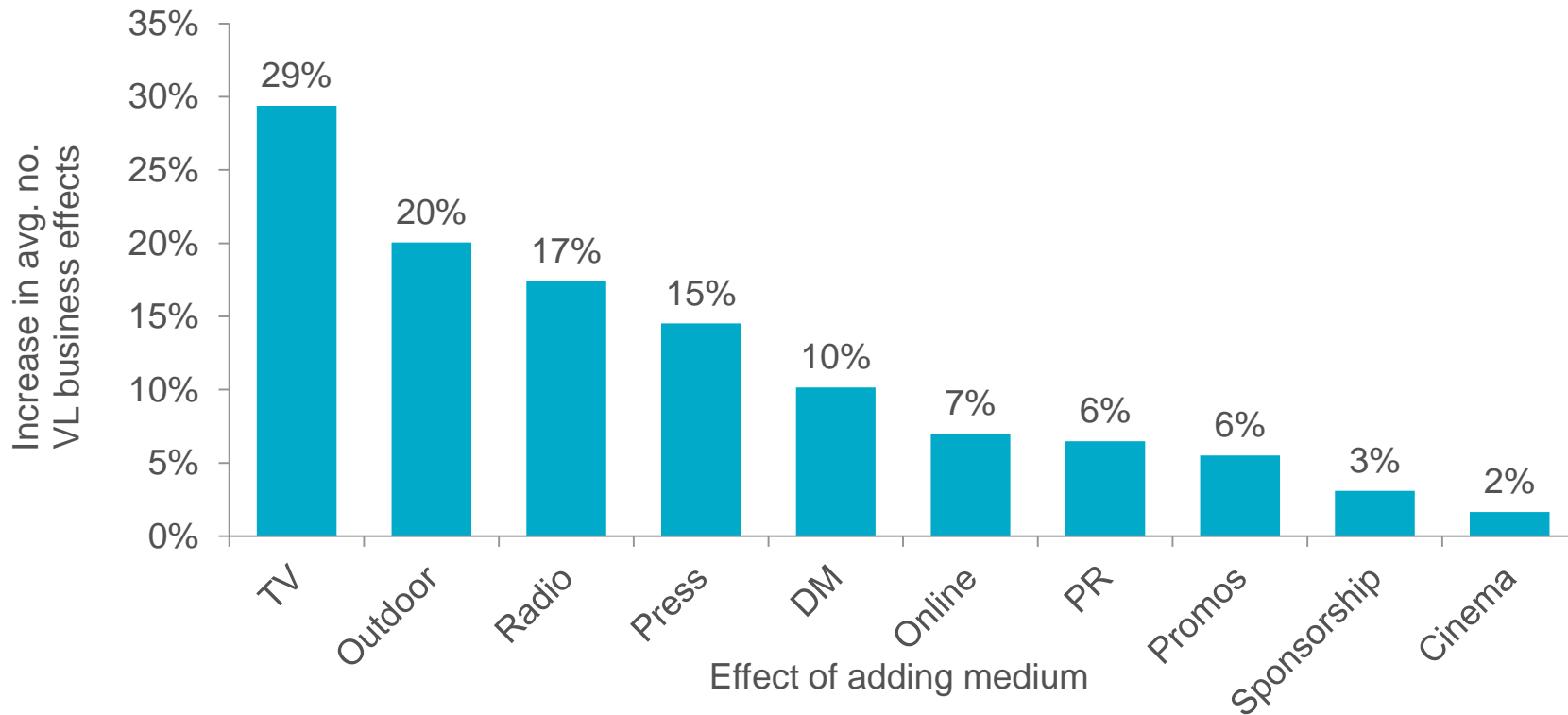


TV delivers unrivalled reach and volume



Source: Touchpoints 2016, IPA. Base: adults 15+. Newspaper/magazine/TV figures include online/app consumption

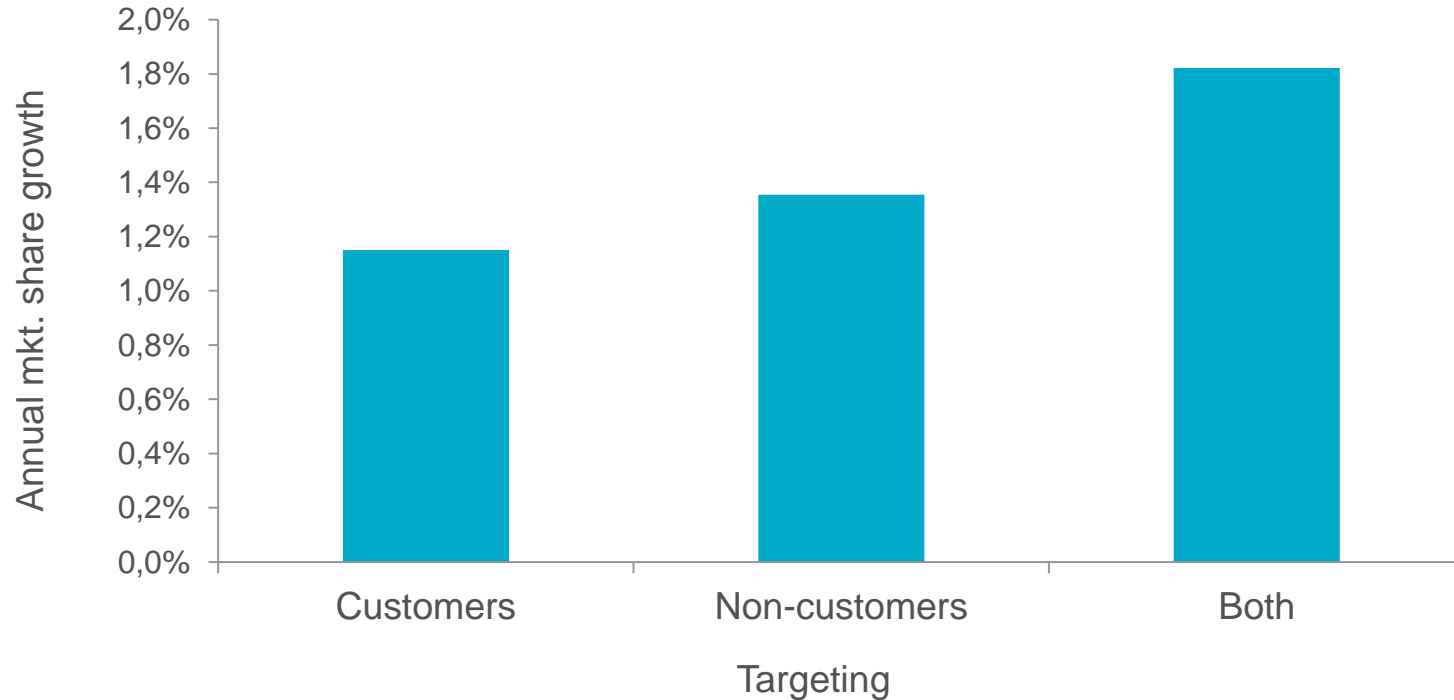
Effectiveness is primarily driven by scale



Source: Effectiveness in a changing media landscape, 2016, Binet & Field IPA

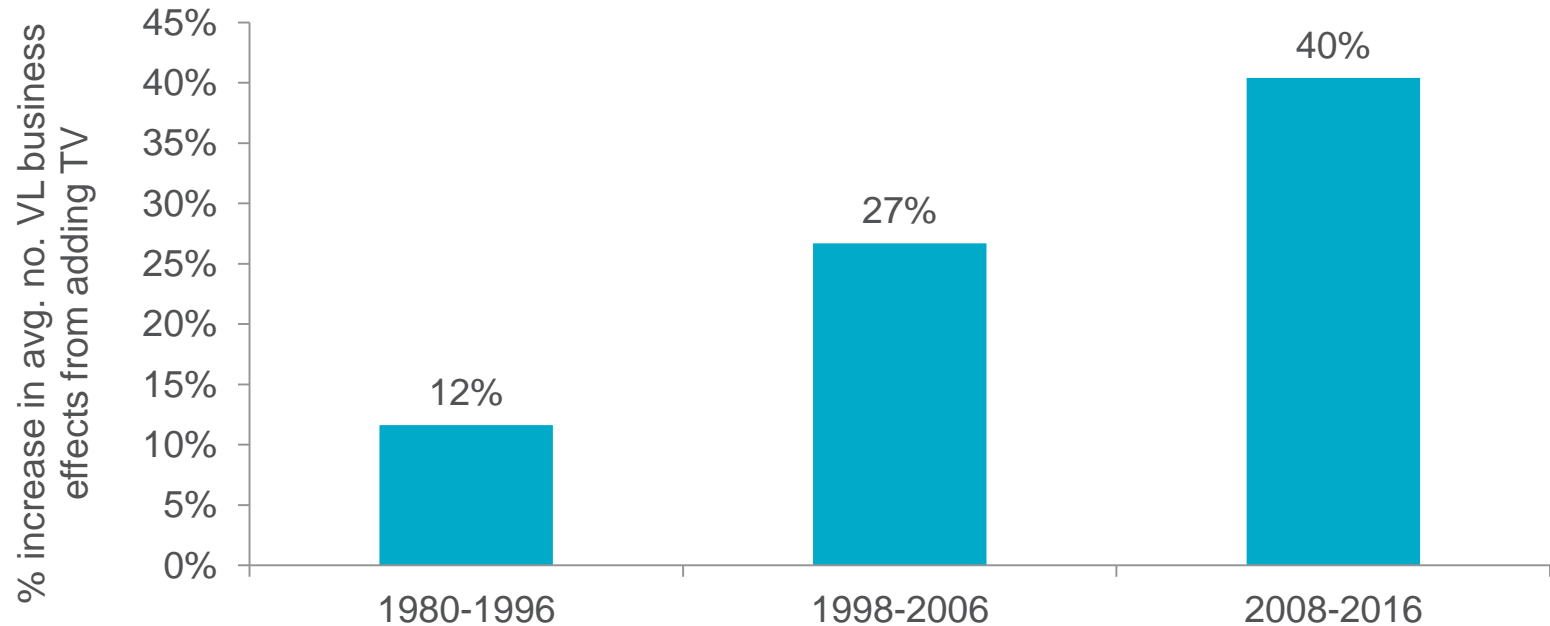
Base: all IPA cases

Broad reach needed for long term growth



Source: Effectiveness in a changing media landscape, 2016, Binet & Field IPA
Base: 2008-2016 cases

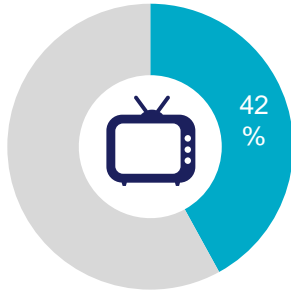
TV has become more effective



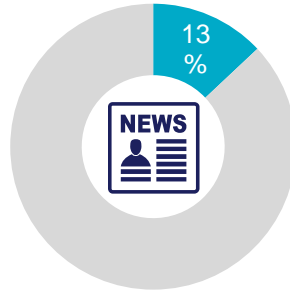
Adding TV increases effectiveness by 40%, making TV the most effective medium

Trust is highest in TV advertising

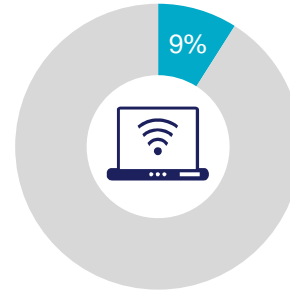
Media where most likely to find advertising that you trust



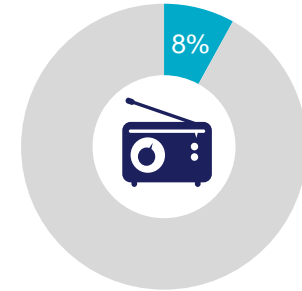
TV



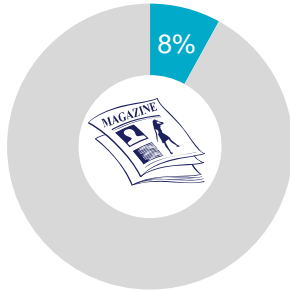
Newspapers



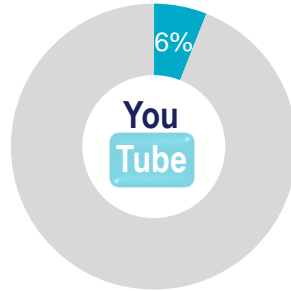
Websites



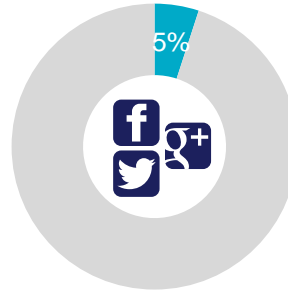
Radio



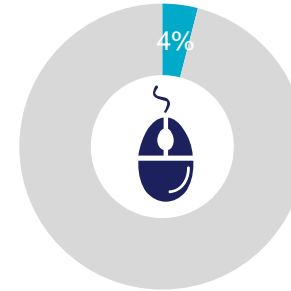
Magazines



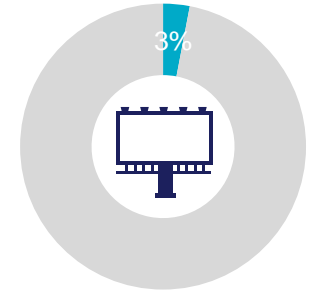
YouTube



Social Media

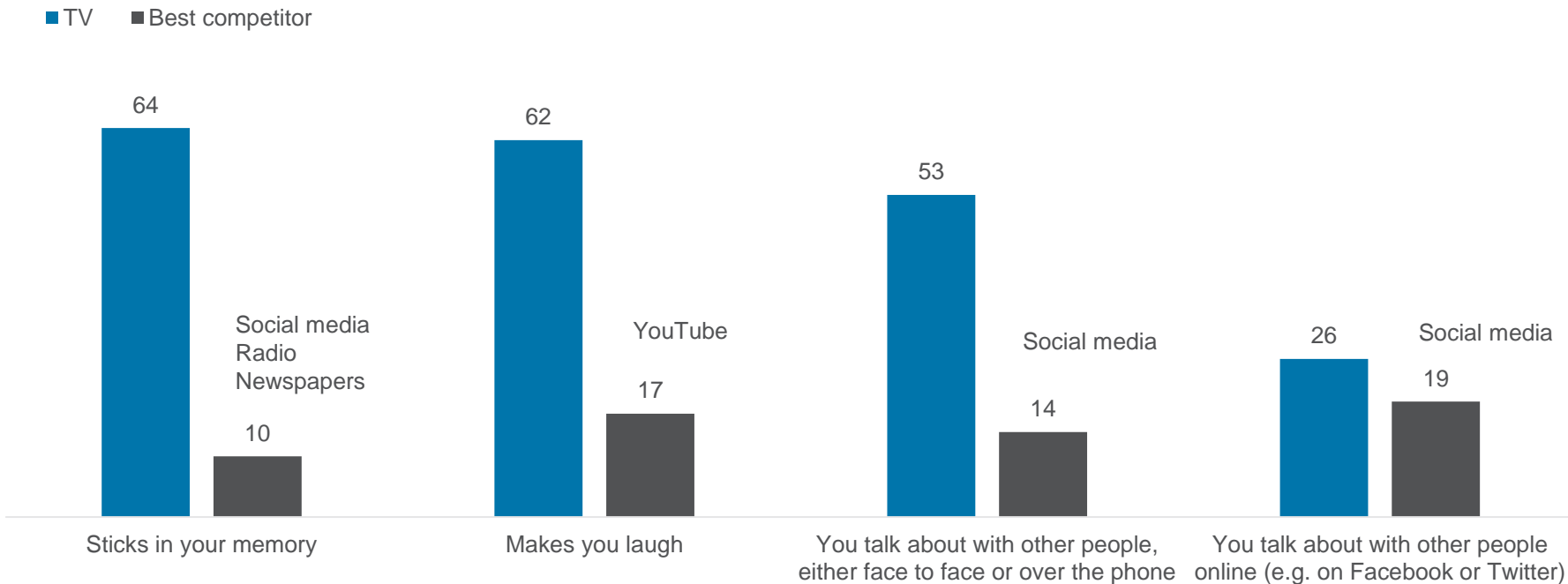


Search



Outdoor

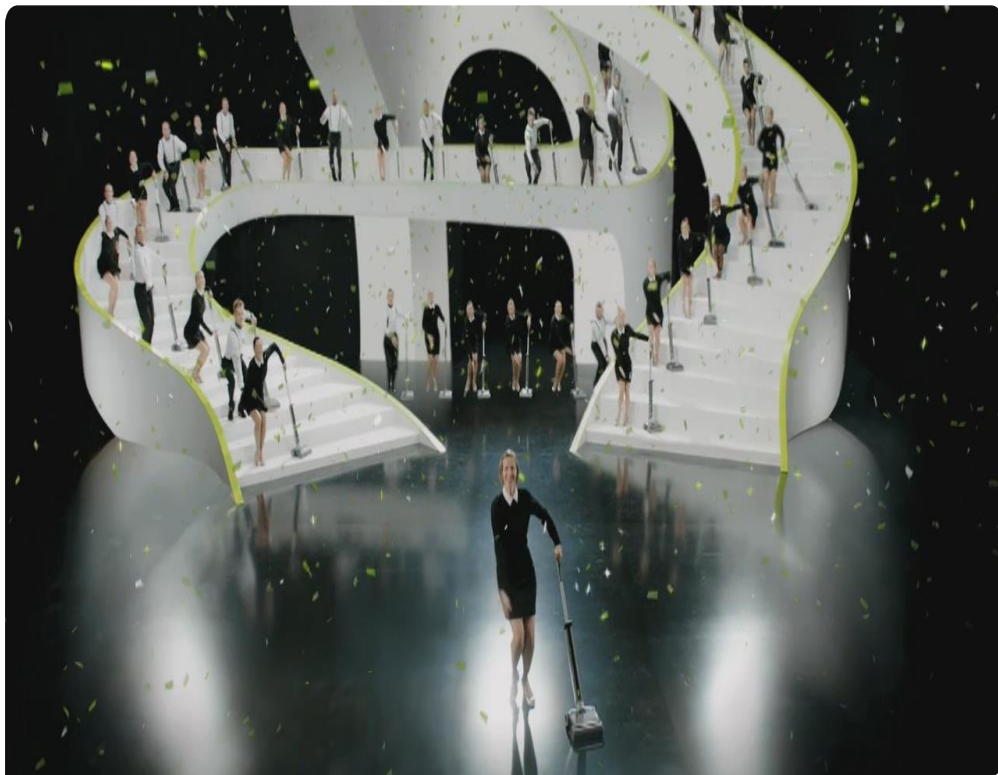
TV ads stick in our memory, make us laugh & we talk about them thinkbox



Source: TV/Ad Nation, 2016, Ipsos Connect/Thinkbox.

Question: 'In which, if any, of the following places are you most likely to find advertising that...', adults 15+

Gtech – built brand on TV



2011 turnover £4m

2016 projected sales £100m

No VC, no bank loan, pure profit

11th fastest growing company

3. TV ad innovation



sky | ADSMART

EAST COAST



Addressability in VOD: personalised ads



Coca Cola



BT Sport



Burberry



Virgin Travel

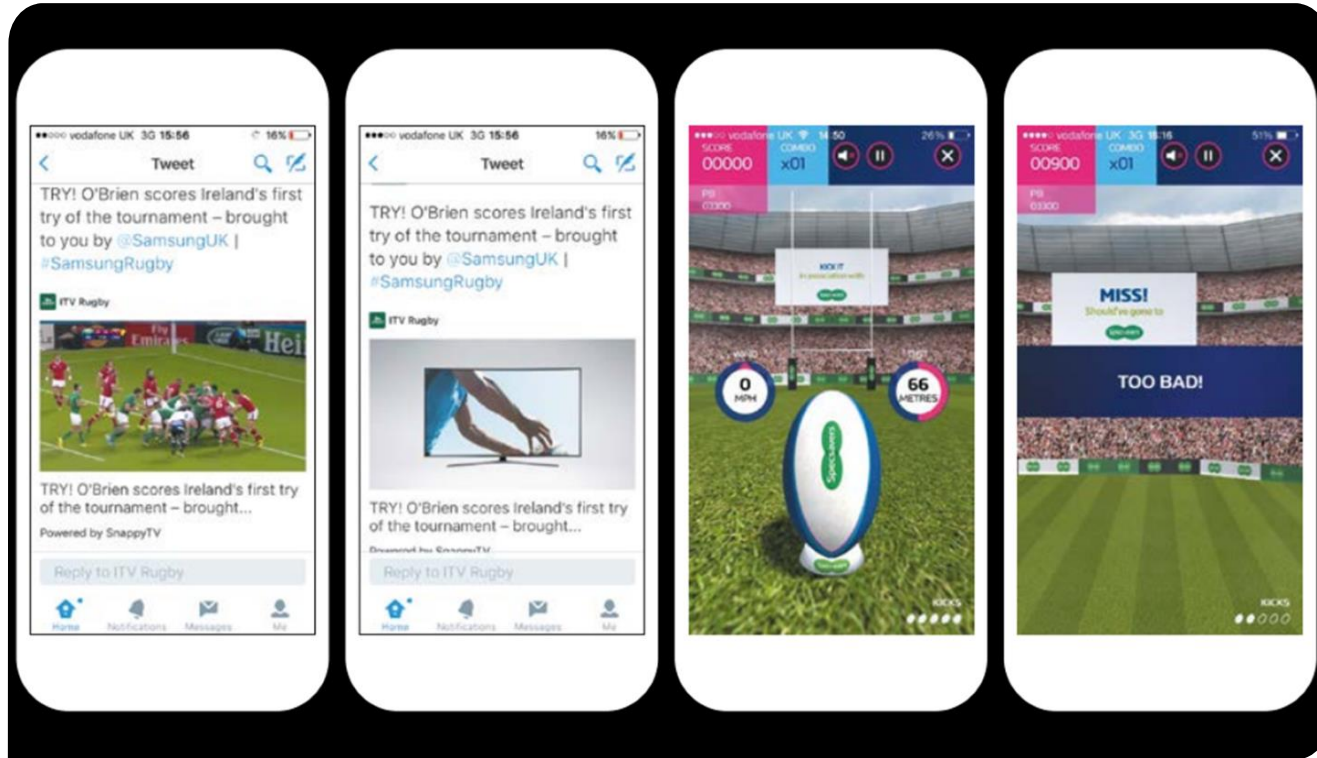


O2



Universal Pictures

Increased multiplatform opportunities



SAMSUNG

Specsavers

IRB RUGBY
WORLD CUP
2015

itv
tv

Broadcast partnerships: access to talent

thinkbox



POWERED BY TVN MEDIA

Contextual placement for increased relevancy

thinkbox



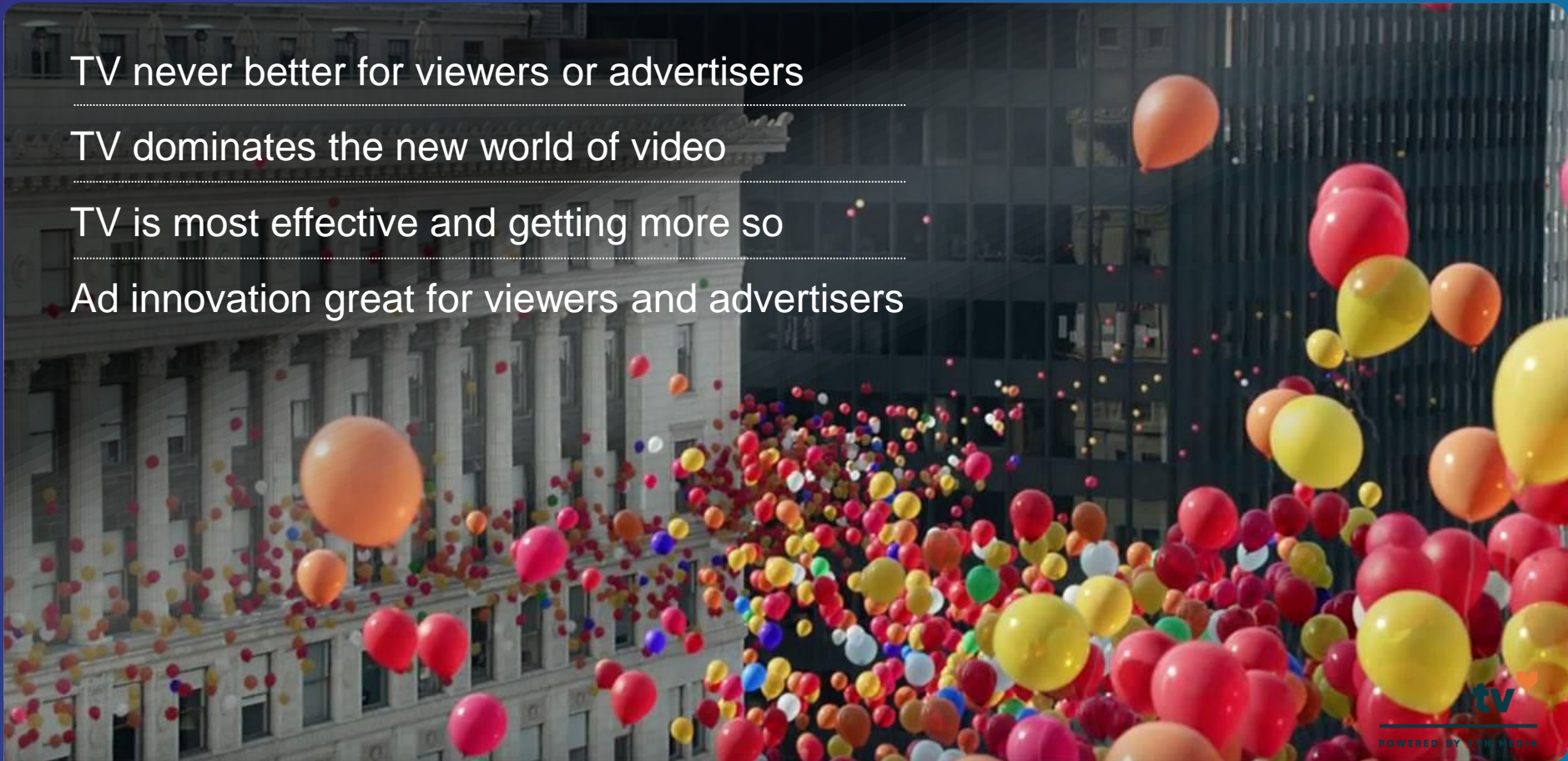
Summary

TV never better for viewers or advertisers

TV dominates the new world of video

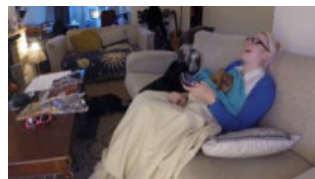
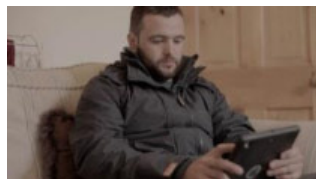
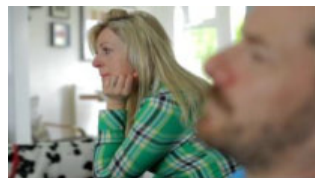
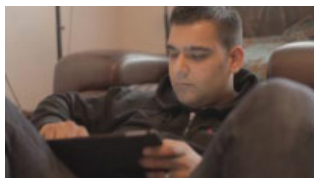
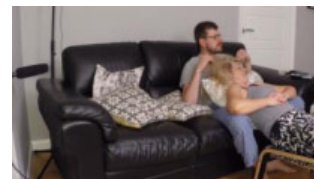
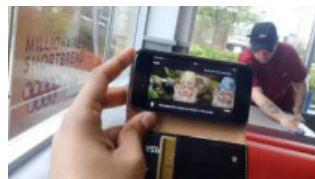
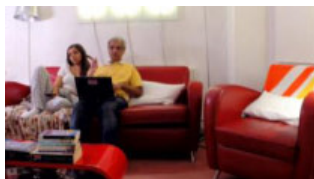
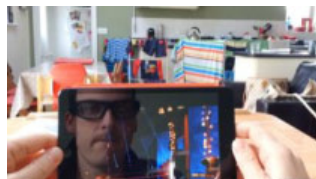
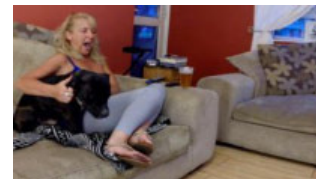
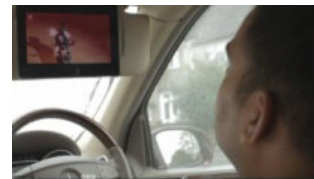
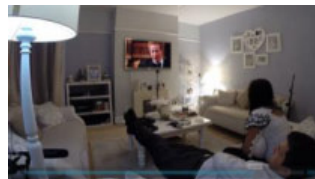
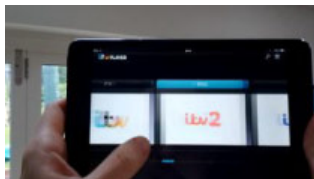
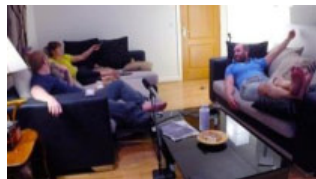
TV is most effective and getting more so

Ad innovation great for viewers and advertisers



TV isn't going anywhere. It's going everywhere

thinkbox



POWERED BY TVN MEDIA

Thanks for listening

tv

POWERED BY TVN MEDIA

thinkbox



tvday 

POWERED BY TVN MEDIA
